

This is your opportunity to help shape the next 5-year InExeter business plan, ahead of ballot in October 2019.

Please complete this engagement survey, which is also available to complete online at www.inexeter.com.

This phase of engagement closes on Wednesday 10 April 2019. All your ideas, suggestions and comments will be collated into a draft business plan summary and published mid-May for a further opportunity to comment. A final version will be available in June 2019.

Please pop the completed form in the stamped addresses envelope for return to the InExeter office. Thank you for your contribution.



Question 1: Our current projects and services

What priority level would you give these in supporting and benefiting your business? These are listed in no particular order. Please add any other suggestions.	High Priority	Medium Priority	Low Priority	Not a priority
Enhancing the appearance of the city (e.g. city dressing, hanging baskets, bunting, christmas lights, banners)				
Enhancing the cleaning and cleansing programme of the city through a 7 day a week 05:00-13:00 service				
Cost saving schemes and initiatives for business (e.g. utilities, merchant fees)				
Providing free training and development courses for members and their staff				
Marketing and promotion of Exeter businesses and events				
Visitor welcome in the city				
Providing opportunities to network, meet and connect with other businesses				
Marketing and advertising for your business (e.g. social media & publications)				
Engagement with the InExeter team and business support				
Recycling collections (e.g. food waste, batteries, electrical equipment)				
Independents Group (e.g. supporting independent retailers & providing a forum to collaborate)				
Data and analysis (e.g. footfall, car parking statistics, vacancy rates)				
Retailers Group (e.g. networking, information sharing, campaigns and representation on issues of common concern)				

Question 2: Ideas for the future...

What priority level would you give to each of these new actions to support and benefit your business? These are listed in no particular order. Please add any other suggestions.	High Priority	Medium Priority	Low Priority	Not a priority
Providing crime prevention support and initiatives (e.g. Best Bar None, Purple Flag)				
Free plastic audits for business and advice on local suppliers.				
Local buying solutions (e.g. office supplies, fruit, water, plants)				
Increasing the number of activities, events, festivals & markets across the city (e.g. comedy festival, music weekends, outdoor festivals, craft, gaming)				
Further enhancing the cleaning and cleansing programme of the city (waste, debris)				
Investment in street furniture (e.g. colourful benches, upgraded litter bins, mobile phone charging points)				
Jet washing				
Graffiti removal				
Promoting the evening economy				
Running evening 6pm+ events, music, activities & markets				
Funding additional security / safety / Police for our city centre for the evening hours				
Greening, landscaping and planting schemes				
Investing in/subsidising Exeter Business Against Crime membership for businesses (EBAC radios, CCTV)				
Recycling collections (to include new streams such as cardboard / glass)				
Business / staff savings (reduced cost of annual car parking, offers in shops)				
Medical centre / safe zone / support for those in need as evening venues close				
Alternative Giving schemes				
Cycle parking and facilities				
Corporate Social Responsibility / employee volunteering in the community				

Other:

Question 3: Our current marketing, promotions, activities or events

What priority level would you give these current projects in supporting and benefiting your business?	High Priority	Medium Priority	Low Priority	Not a priority
InExeter Food and Drink promotions & publications				
Celebration of Eat Exeter restaurant week				
Style in Exeter campaign (Slow Fashion, advertising in publications, instore events)				
Christmas in Exeter (e.g. light switch on event, printed Guide to Christmas)				
Local area events (Fore Street Flea, Gandy Street summer fete / countdown to Christmas)				
Social media campaigns (#FinditinExeter, #letthemchoose)				
InExeter social medial channels (Facebook, Instagram, Twitter)				
Community fund to support local groups (e.g. Santa Run, RAMM parade of animals, Big Screen in the Park, Street Arts Festival, Arts Week Exeter)				
Subsidised / free stands and stalls at key festivals/markets (e.g. Cathedral Christmas Market)				
Art on walls (Queen Street bridge, Exeter Library)				
Printed guide to independents				
Free photography for business				
InExeter Independent Gift Card				

Question 4: Ideas for future events, activities and marketing

Which of the following would you consider beneficial or could potentially benefit your business?	High Priority	Medium Priority	Low Priority	Not a priority
Greater links to the students (Exeter University and Exeter College)				
Investment in the Exeter Farmers Market				
Lamp column banner advertising opportunities				
Support and help with design and production of marketing pieces (e.g. leaflets, posters etc.)				
Subsidised membership of VisitExeter (Exeter City Council)				
Publications and guides for hotel guests				
Light illuminations on buildings				
More activities / events to draw footfall				
Greater funding for community events and activities				
Street Art / Photography competitions				
Other suggestions:				

Question 5 Do you think there are any gaps or opportunities in the city's events calendar? Please detail.

Question 6 With an annual budget of £470,000, what other priorities, actions, initiatives, if any, do you think should be considered for InExeter's next 5 year business plan 2020-2025?

YOUR DETAILS

Name Company
 Email Phone

Voter Details: (who will be the person responsible for casting the vote on the ballot paper, if different from above?)

Name Company
 Email Phone
 Address

My business is:

Independent Regional National Franchise

If you would like a member of the InExeter team to visit and talk through this engagement, the ballot or BID please confirm here:

E: ann@inexeter.com T: 01392 424 975 InExeter Ltd, St Stephens House, 9 Catherine Street, EX1 1EU Company number: 07376128

Please note: In collating, analyzing and publishing the data from this survey no names or individuals details will be used. Responses will be amalgamated or grouped to present an overall picture.